AACN: REACH AND RECRUIT THE LARGEST CRITICAL CARE NURSING AUDIENCE

Print    Online    Custom Publishing

The official publications of the AMERICAN ASSOCIATION OF CRITICAL-CARE NURSES
Reach the members of the world’s largest specialty nursing organization.

107,000 high acuity and critical care nurse members

Advertise in the American Journal of Critical Care, Critical Care Nurse, AACN Bold Voices and AACN Advanced Critical Care. Delivered to the members of AACN or paid subscribers each month, they are the top publications to reach critical care nurses. AACN journals are carried by more than 800 academic and healthcare institutional libraries in the U.S. and abroad. With multiple publications, websites and an e-newsletter, it’s never been easier to reach critical care nurses and track your success – creating ideal environments for your advertising message.

Nurses rely on AACN for expert knowledge and influence. When you advertise with AACN, your message will be surrounded by high-quality, peer-reviewed content you know will be seen by high-interest readers – both AACN members and non-member subscribers. These influential decision-makers are your best prospects in the field of critical care nursing, and the dynamic power of AACN ensures your message greater reach and continuous sales exposure.

About AACN
The American Association of Critical-Care Nurses (AACN) is the world’s largest specialty nursing organization. AACN joins the interests of more than 500,000 critical care and acute care nurses who care for critically ill patients and their families, and serves more than 202,000 members, certificants and nurse constituents. AACN, established in 1969, has grown along with the significance of critical care and acute care nurses.

Mission
Patients and their families rely on nurses at the most vulnerable times of their lives. Acute and critical care nurses turn to AACN for expert knowledge and the influence to fulfill their promise to patients and their families. AACN drives excellence because nothing less is acceptable.

Purpose
The purpose of AACN is to promote the health and welfare of patients experiencing acute and critical illness or injury by advancing the art and science of acute and critical care nursing and promoting environments that facilitate comprehensive professional nursing practice.

THE POWER OF AACN
• The American Association of Critical-Care Nurses (AACN) is the world’s largest specialty nursing organization.
• AACN joins the interests of more than 500,000 critical care and acute care nurses.
• AACN serves more than 202,000 members, certificants and nurse constituents.

About the readers of AACN publications
- 61% find the advertisements to be valuable sources of product information
- 55% save for future reference
- 49% purchase and influence products used in the ICU
Advertise on AACN’s Official Career Center
Reach the largest audience in critical care

Post your jobs on AACN’s Career Center, located on AACNCareerCenter.org, for a vital connection to high acuity and critical care nurses. Designed as a comprehensive career resource for nurses of all levels, the AACN Career Center enables you to immediately post a position and find the most qualified candidates.

Nurses use the Website to:
- Search daily job postings
- Choose from the best career opportunities in critical care
- Get expert career advice

Job posting options
Whether you’re purchasing a posting in conjunction with a print advertisement, an online-only posting or a posting package, AACN’s Career Center serves critical care and high acuity RNs.

- 30-day single posting: $495
- 60-day single posting: $695
- Multiple job posting package options are available.

Free 30-day job posting
Take advantage of immediate online exposure with your print ad purchase in any of the AACN print publications.

Banner advertising options
Whether you’re looking to brand your facility or promote job opportunities, banner advertising can increase your exposure to the AACN Career Center visitors.

- **Medium Rectangle (300 x 250)**
  - 3 months: $2,500
  - 6 months: $4,000
  - 12 months: $7,500

- **Leaderboard (728 x 90)**
  - 3 months: $3,750
  - 6 months: $6,000
  - 12 months: $11,250

Banner Ad Specifications:
- Acceptable file formats: GIF, JPG (no third-party tracking tags)
- Maximum size on banners: 60K
- All artwork is subject to review/acceptance by publisher prior to placement
- Expandable banners will not be accepted
- No third-party served ads will be accepted

For more information, contact Bernadette Hamilton at (800) 257-8290, x494, or e-mail bhamilton@slackinc.com
The official evidence-based scientific journal of AACN
where innovation is first communicated

The American Journal of Critical Care (AJCC) is AACN’s preeminent peer-reviewed publication for communicating important advances in clinical science research and evidence-based practices in critical care. With particular emphasis on promoting interprofessional practice and research, the American Journal of Critical Care is the most comprehensive scientific publication in the critical care field. Published bimonthly, the American Journal of Critical Care reaches more than 107,000 acute, critical and progressive care nurses — the largest multidisciplinary audience of any critical care science and evidence-based research publication.

Editorial Leadership
Cindy Munro, RN, PhD, ANP, FAAN, Coeditor in Chief
Richard H. Savel, MD, FCCM, Coeditor in Chief

Features and Advantages
• Official evidence-based science and research journal of the American Association of Critical-Care Nurses
• Peer-reviewed, high-quality editorial environment
• More than 107,000 readers: the largest circulation of critical care professionals of any clinical science and research journal
• Editorial direction from a multidisciplinary board of leaders in critical care
• Interspersed advertising
• Indexed in MEDLINE®/PubMed, Cumulative Index to Nursing and Allied Health Literature, Medscape, and PsycINFO
• Included in ISI Web of Knowledge database

The official evidence-based clinical journal of AACN
where practical application at the point-of-care is the focus

Critical Care Nurse is a peer-reviewed clinical journal for nurses involved in the direct care of acute and critically ill patients. Published six times a year, it is an official publication of the American Association of Critical-Care Nurses. Because of its editorial excellence, Critical Care Nurse is the evidence-based clinical journal trusted by staff nurses, nurse educators and nurse managers. The circulation of Critical Care Nurse is more than 107,000 readers, offering the greatest reach of any critical care nursing publication on the market.

Editorial Leadership
JoAnn Grif Alspach, RN, MSN, EdD

Features and Advantages
• Official evidence-based clinical journal of the American Association of Critical-Care Nurses
• Largest paid circulation of critical care nurses available
• The highest readership among all critical care publications
• Interspersed advertising
• Practical, clinically relevant peer-reviewed articles
• Indexed in MEDLINE®/PubMed, Cumulative Index to Nursing and Allied Health Literature, Medscape, and Medscape.
• Included in ISI Web of Knowledge database
## Recruitment 2017 Advertising Rates and Dates

| Frequency | One Page | 1/2 Page | 1/4 Page | 2/3 Page* | 1/3 Page* | Color Rates              | Rates  
|-----------|----------|----------|----------|-----------|-----------|--------------------------|--------
| 1x        | $6,965   | $4,225   | $3,370   | $5,770    | $3,645    | Standard Color            | $925   
| 3x        | 6,875    | 4,150    | 3,305    | 5,665     | 3,595     | Matched Color             | 1,155  
| 6x        | 6,805    | 4,090    | 3,275    | 5,595     | 3,555     | Metallic Color            | 1,230  
| 12x       | 6,695    | 4,050    | 3,225    | 5,355     | 3,500     | Four Color                | 1,840  
| 18x       | 6,650    | 3,990    | 3,180    | 5,445     | 3,460     | Four Color + PMS          | 2,995  
| 24x       | 6,580    | 3,935    | 3,140    | 5,355     | 3,430     | Four Color + Metallic     | 3,065  
| 36x       | 6,510    | 3,885    | 3,090    | 5,300     | 3,420     |                          |        
| 48x       | 6,440    | 3,845    | 3,065    | 5,255     | 3,380     |                          |        

*These sizes are available for CCN only.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Issue</th>
<th>Ad Closing</th>
<th>Material Due</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>AJCC</td>
<td>January</td>
<td>11/16/2016</td>
<td>11/20/2016</td>
<td></td>
</tr>
<tr>
<td>CCN</td>
<td>February</td>
<td>12/27/2016</td>
<td>1/3/2017</td>
<td></td>
</tr>
<tr>
<td>AJCC</td>
<td>March</td>
<td>1/25/2017</td>
<td>1/31/2017</td>
<td></td>
</tr>
<tr>
<td>CCN</td>
<td>April</td>
<td>2/22/2017</td>
<td>2/28/2017</td>
<td>National Teaching Institute &amp; Critical Care Exposition - NTI May 21-25, Houston, TX</td>
</tr>
<tr>
<td>AJCC</td>
<td>May</td>
<td>3/22/2017</td>
<td>3/28/2017</td>
<td>National Teaching Institute &amp; Critical Care Exposition - NTI May 21-25, Houston, TX</td>
</tr>
<tr>
<td>CCN</td>
<td>June</td>
<td>4/26/2017</td>
<td>5/2/2017</td>
<td></td>
</tr>
<tr>
<td>AJCC</td>
<td>July</td>
<td>5/24/2017</td>
<td>5/30/2017</td>
<td></td>
</tr>
<tr>
<td>CCN</td>
<td>August</td>
<td>6/20/2017</td>
<td>6/27/2017</td>
<td>Emergency Nurses Association (ENA) September 14-16, St. Louis, MO</td>
</tr>
<tr>
<td>AJCC</td>
<td>September</td>
<td>7/26/2017</td>
<td>8/1/2017</td>
<td>Emergency Nurses Association (ENA) September 14-16, St. Louis, MO</td>
</tr>
<tr>
<td>CCN</td>
<td>October</td>
<td>8/22/2017</td>
<td>8/29/2017</td>
<td>Trends in Critical Care Nursing Dates TBD, Valley Forge, PA</td>
</tr>
<tr>
<td>AJCC</td>
<td>November</td>
<td>9/27/2017</td>
<td>10/3/2017</td>
<td><strong>Ad Test Study Issue</strong></td>
</tr>
<tr>
<td>CCN</td>
<td>December</td>
<td>10/27/2017</td>
<td>11/3/2017</td>
<td></td>
</tr>
</tbody>
</table>

**ADDED VALUE**

### Efficiency Discount

- **Buy 4 ad units, receive 10% discount**
- **Buy 6 ad units, receive 13% discount**
- **Buy 10 ad units, receive 16% discount**
- **Buy 12 ad units, receive 20% discount**

### Combined Frequency Discount Program:
Insertions in the American Journal of Critical Care or Critical Care Nurse can be combined with each other or with insertions in AACN Bold Voices to help you reach the highest possible frequency rate. The result is a direct savings in your advertising expenditures.

### FREE 30-DAY Job Posting on the AACN Career Center
Receive immediate online exposure with your print ad purchase in any of the three AACN print publications.

### Premium Positions (Color Additional)

- **Cover 2:** earned b/w rate plus 25%
- **Cover 3:** earned b/w rate plus 15%
- **Cover 4:** earned b/w rate plus 50%
- **Opposite Table of Contents:** b/w rate plus 15%
- **Opposite Masthead:** b/w rate plus 15%

### Contact

- **Sales Representative, Recruitment**
  Bernadette Hamilton
  bhamilton@slackinc.com
  (800) 257-8290 ext. 494

- **Sales Administrator, Recruitment**
  Joyce Seville
  jseville@slackinc.com
  (800) 257-8290 ext. 323

**25% OFF New Advertiser Discount**
For advertisers who have not run in the prior 2 years of AJCC or CCN. Minimum half-page ad.
Reach more than 2,700 subscribers composed of high-level experienced critical care nurses.

AACN’s quarterly evidence-based journal for advanced practice caregivers where bedside nurses and clinical educators read the latest critical care information.

**AACN Advanced Critical Care** is a quarterly, peer-reviewed publication of in-depth articles intended for experienced critical care and acute care clinicians at the bedside, advanced practice nurses, and clinical and academic educators. Each issue includes a topic-based symposium, feature articles, and columns of interest to critical care and progressive care clinicians.

**Editorial Leadership**
Mary Fran Tracy, RN, PhD, CCNS

**Features and Advantages**
- An official publication of the American Association of Critical-Care Nurses
- Contains concisely written, practical information for immediate use and future reference
- Self-paced continuing nursing education units are available for selected articles in each issue
- Indexed in *Nursing Abstracts, Cumulative Index to Nursing & Allied Health Literature, International Nursing Index, MEDLINE®, PubMed*, and *Nursing Citation Index*

**Reach key audiences**
- Staff Nurse/Clinicians
- Clinical Nurse Specialists
- Nurse Practitioners
- Clinical Educators
- Academic Faculty
- Admin/Nursing Directors
- Nurse Managers

**About the readers of AACN Advanced Critical Care**

70% save the issue for future reference

55% share with a colleague

**Content attribute ratings**
91% of respondents felt the journal’s overall content was of value at work

AACN Advanced Critical Care Readership Study, 2015
**Recruitment 2017 Advertising Rates and Dates**

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$3,570</td>
</tr>
<tr>
<td>Cover 3</td>
<td>3,060</td>
</tr>
<tr>
<td>Cover 4</td>
<td>4,590</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Closing</th>
<th>Material Due</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>2/1/2017</td>
<td>2/7/2017</td>
<td>National Teaching Institute &amp; Critical Care Exposition – NTI May 21-25, Houston, TX</td>
</tr>
<tr>
<td>Summer</td>
<td>5/3/2017</td>
<td>5/9/2017</td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td>8/1/2017</td>
<td>8/7/2017</td>
<td>Emergency Nurses Association (ENA) September 14-16, St. Louis, MO</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Trends in Critical Care Nursing Dates TBD, Valley Forge, PA</td>
</tr>
<tr>
<td>Winter</td>
<td>11/1/2017</td>
<td>11/7/2017</td>
<td></td>
</tr>
</tbody>
</table>

**Mechanical Requirements**

Ad sizes available for AACN Advanced Critical Care

Full Page Non Bleed: 5.5” x 8.75”

Full Page Bleed: 6.875” x 10.125”

- Hold live matter ½” from trim
- Trim size of Journal is 6.625” x 9.875”

**Ad Requirements**

All ads should be submitted as font-embedded PDFs, minimum 300 dpi. Four-color ads must be constructed in CMYK with no use of spot colors and no PMS colors. Black and white ads must be constructed using grayscale, bitmap or line art accordingly not using CMYK, spot colors, “rich black” or “Registration” in place of black. Ad files must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets.
The official monthly member magazine of AACN where clinical information and association news are delivered

AACN Bold Voices is AACN’s monthly source of news and current events about critical care, progressive care and high acuity care nursing. Concise and easy-to-read articles present the information readers need at their fingertips. Timely articles ensure high readership and visibility for your recruitment ads. Digital edition rich media special options are also available. More than 130,000 acute and critical care nurses receive AACN Bold Voices, including members of AACN and nonmembers with CCRN, CCRN-K, CCRN-E, PCCN, and PCCN-K specialty certification; ACNPC, ACNPC-AG, CCNS, ACCNS-AG, ACCNS-P, and ACCNS-N advanced practice certification; and CMC and CSC subspecialty certification.

Features and Advantages
- The official, exclusive monthly member magazine of the American Association of Critical-Care Nurses
- Publishes association news and current events in critical care

Readership
More than 130,000 informed acute, critical and progressive care nursing professionals

Reach more than 130,000 critical care, acute care and progressive care nurses with the only monthly source of news and current events about critical, progressive and high acuity care nursing.
Recruitment 2017 Advertising Rates and Dates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>One Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
<th>Color Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$6,615</td>
<td>$5,830</td>
<td>$4,985</td>
<td>$4,355</td>
<td>$3,155</td>
<td>$2,035</td>
<td>Standard Color</td>
</tr>
<tr>
<td>3x</td>
<td>6,475</td>
<td>5,685</td>
<td>4,825</td>
<td>4,215</td>
<td>3,110</td>
<td>1,895</td>
<td>Matched Color</td>
</tr>
<tr>
<td>6x</td>
<td>6,315</td>
<td>5,540</td>
<td>4,680</td>
<td>4,055</td>
<td>3,080</td>
<td>1,770</td>
<td>Four Color</td>
</tr>
<tr>
<td>12x</td>
<td>6,165</td>
<td>5,385</td>
<td>4,535</td>
<td>3,915</td>
<td>3,025</td>
<td>1,650</td>
<td></td>
</tr>
<tr>
<td>18x</td>
<td>6,020</td>
<td>5,245</td>
<td>4,390</td>
<td>3,755</td>
<td>2,980</td>
<td>1,520</td>
<td></td>
</tr>
<tr>
<td>24x</td>
<td>5,860</td>
<td>5,095</td>
<td>4,235</td>
<td>3,610</td>
<td>2,940</td>
<td>1,410</td>
<td></td>
</tr>
<tr>
<td>36x</td>
<td>5,720</td>
<td>4,950</td>
<td>4,090</td>
<td>3,460</td>
<td>2,910</td>
<td>1,260</td>
<td></td>
</tr>
</tbody>
</table>

**Efficiency Discount**
- Buy 4 ad units, receive 10% discount
- Buy 6 ad units, receive 13% discount
- Buy 10 ad units, receive 16% discount
- Buy 12 ad units, receive 20% discount

**Combined Frequency Discount Program:**
Insertions in *AACN Bold Voices* can be combined with insertions in the *American Journal of Critical Care* or *Critical Care Nurse* to help you reach the highest possible frequency rate. The result is a direct savings in your advertising expenditures.

**FREE 30-DAY Job Posting on the AACN Career Center**
Receive immediate online exposure with your print ad purchase in any of the three AACN print publications.

**Premium Positions**
- **Cover 2:** earned b/w rate plus 25%
- **Cover 3:** earned b/w rate plus 15%
- **Cover 4:** earned b/w rate plus 50%
- **Opposite Table of Contents:** b/w rate plus 15%
- **Opposite Masthead:** b/w rate plus 15%

**Contact**
- **Sales Representative, Recruitment**
  Bernadette Hamilton
  bhamilton@slackinc.com
  (800) 257-8290 ext. 494
- **Sales Administrator, Recruitment**
  Joyce Seville
  jseville@slackinc.com
  (800) 257-8290 ext. 323

**New Advertiser Discount**
Take 25% off our regular rates.
For advertisers who have not run in the prior 2 years of *AACN Bold Voices*. Minimum half-page ad.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Closing</th>
<th>Material Due</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/1/2016</td>
<td>12/7/2016</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>1/6/2017</td>
<td>1/12/2017</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>2/3/2017</td>
<td>2/9/2017</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>3/3/2017</td>
<td>3/9/2017</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>3/31/2017</td>
<td>4/6/2017</td>
<td>National Teaching Institute &amp; Critical Care Exposition - NTI May 21-25, Houston, TX</td>
</tr>
<tr>
<td>June</td>
<td>5/3/2017</td>
<td>5/9/2017</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>6/2/2017</td>
<td>6/8/2017</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>6/29/2017</td>
<td>7/6/2017</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>8/4/2017</td>
<td>8/10/2017</td>
<td>Emergency Nurses Association (ENA) September 14-16, St. Louis, MO</td>
</tr>
<tr>
<td>October</td>
<td>8/31/2017</td>
<td>9/7/2017</td>
<td>Trends in Critical Care Nursing Dates TBD, Valley Forge, PA</td>
</tr>
<tr>
<td>November</td>
<td>10/6/2017</td>
<td>10/12/2017</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>10/27/2017</td>
<td>11/2/2017</td>
<td></td>
</tr>
</tbody>
</table>
Mechanical Requirements

Ad Requirements

Electronic submissions only.

Electronic ads must be submitted as high-resolution PDF, EPS or TIFF. Minimum 300 dpi. Quark XPress EPS files are not acceptable.

All fonts (both screen and printer versions) and graphics must be included on the disk or embedded in PDFs.

Ads must be submitted in the correct size (full page, half page, etc., allowing for bleed if ad is to bleed; see “Ad sizes”) and orientation (vertical or horizontal per insertion order).

All ad files must be constructed properly. For example: 4-color ads must be constructed in CMYK with no use of spot colors or RGB images and colors. (If any PMS colors are in the ad the creator of the ad must convert those colors to CMYK.) Any ads intentionally printing with spot colors must be constructed with the proper PMS colors; PMS colors must be indicated and called out on the color proof. Ads to print in black and white must be constructed using grayscale, bitmap, or line art accordingly, rather than CMYK or spot colors, or “rich black” or “Registration” in place of black. Ad files must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets. Any ads not following these guidelines will be returned to the advertiser for correction if time permits; otherwise, they will be corrected at the printer and printer charges will be billed to the advertiser accordingly. AACN, the printer, and SLACK Incorporated take no responsibility for color shifts or other quality problems that occur when ad files must be corrected at the printer because of poor construction or improper submissions from advertisers or their agencies. Late ads are subject to additional fees.

All ads must include a proof. Color ads must include color copy that can be matched on press (examples: tear sheets; digital proof such as an iris, chromalins, matchprints). Color photocopies or color laser printouts are not acceptable.

Insert Requirements

Insert requirements for the American Journal of Critical Care and Critical Care Nurse:

Two to 8-page inserts; gatefolds are acceptable.

Paper and copy sample must be submitted for approval before running.

a) Size: 8 7/8" x 11 1/2" to trim to 8 1/8" x 10 3/8"; supplied folded.

b) Paper Stock: 2-page (one leaf), minimum 70# coated, maximum 80# coated. 4–8 page, minimum 60# coated, maximum 70# coated.

c) Trimming: Supply folded. Bleed: outside and foot trim bleed 1/8". Binding edge bleed 1/4". Head bleed 1/8". BRGs need 1/2" margin from edge of grind to vertical perf. Journals jog to the head.

d) Rates:

Two-page inserts: 3x earned black-and-white rate.

Four-page inserts: 5x earned black-and-white rate, by special request only. Consult advertising office. Perforations are subject to approval and/or additional cost.

Contact advertising department for insert tip-in charge.

e) Ship: printed, folded, untrimmed. Label with publication name, date of issue, and insert quantity. American Journal of Critical Care and Critical Care Nurse: Call for quantities as insert quantities vary by issue.

Ship to: Dartmouth Printing Company
69 Lyme Road
Hanover, NH 03755
Attn: Tim Gates (issue and month)

Ad sizes available for the American Journal of Critical Care (AJCC), Critical Care Nurse (CCN) and AACN Bold Voices (non-bleed)

Quarter Page: 3¾” x 4¾”
Spread: 14” x 10” (15¼” x 10” includes gutter spread)
Full Page: 7” x 10”
Half Page (Horizontal): 7” x 4¾”
Half Page (Vertical): 3¾” x 10”

Ad sizes available for Critical Care Nurse and AACN Bold Voices only (non-bleed)

One-Third Page (Vertical): 2¾” x 10”
Two-Third Page (Vertical): 4¾” x 10”

Ad sizes available for AACN Bold Voices only (non-bleed)

One-Eighth Page: 3¾” x 2¾”

Bleed sizes
(available in AJCC and CCN only)

Spread: 16½” x 11¾”
Full Page: 8¾” x 11¾”
Two-thirds: 5¼” x 11¾”
Half Vertical: 4¾” x 11¾”
Half Horizontal: 8¾” x 5¼”
Third Vertical: 2½” x 11¾”

Hold live matter 1/8” from all sides.
Trim size of journals is 8½” x 10½”

AACN Advanced Critical Care specs: See page 7.
Insertion Information

1. Commission and Cash Discount
   a) **Agency commission**: 15% gross billings on space, color, cover and preferred position charges.
   b) **Cash discounts**: 2%, within 10 days of invoice date. No discount allowed after this period.

2. General Rate Policy
   a) **Effective Rates and Discounts**: Beginning January 2016 for all advertisers.
   b) **Earned Rates**: Full run: Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full-page and fractional pages count as single insertions. Each page of an insert counts as one insertion.
   c) **Combined Earned Frequency**: Advertisers may combine advertising space units run in *Critical Care Nurse*, the *American Journal of Critical Care* and *AACN Bold Voices* to achieve maximum rate frequency.

3. Insert Requirements
   a) **Size**:
      - Two to eight-page inserts: 8½" x 11½" to trim to 8½" x 10½"; supplied folded.
      - Two-page inserts: minimum paper weight, 70 lbs.
      - Four-page (and greater): minimum paper weight, 60 lbs.
   b) **Inserts**:
      - Two-page inserts: 3x earned black-and-white rate.
      - Four-page inserts: 5x earned black-and-white rate, by special request only. Consult advertising office. Perforations are subject to approval and/or additional cost. Contact advertising department for insert tip-in charge.

4. Classified
   Cost per word, 21 word minimum, net rate, non-commissionable:
   - 21-40: $13.75
   - 41-60: $12.50
   - 61-80: $10.00
   - 81-100: $8.40
   - 101-plus: $7.00
   There is no earned frequency for the year.

5. Extensions
   If an extension date for material is agreed upon and ad material is not received by the Publisher on the agreed upon date, the advertiser will be charged for the space reserved.

6. Cancellations
   If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

7. Advertising Acceptance Policy
   All advertising is subject to approval by AACN. Publisher reserves the right to refuse any advertising at any time.

8. Disposition of Material
   Ad material will be held one year from the date of last insertion and then destroyed.

9. Publisher’s and Representative’s Liability
   The Publisher and Advertising Sales Representative will not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accident or any circumstances beyond the Publisher’s control.

10. Indemnification of Publisher
    In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless the magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

11. Billing Policy
    Billing to the advertising agency is based on acceptance by the advertiser of “dual responsibility” for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

12. Contracts, Insertion Orders and Ad Materials:
    **Sales Representative, Recruitment**
    Bernadette Hamilton
    bhamilton@slackinc.com
    (800) 257-8290 ext. 494

    **SLACK Incorporated**
    6900 Grove Road
    Thorofare, NJ 08086-9447
    (800) 257-8290 or (856) 848-1000 (in New Jersey or outside the U.S.)
    Fax: (856) 848-6091
## JOURNAL WEBSITE OPPORTUNITIES

### Extend your exposure online

Whether you’re looking to brand or promote your product, banner advertising on the websites of the official evidence-based scientific and clinical journals of AACN will increase your exposure to the largest audience in critical care.

---

**Banner Ad Specifications:**
- Acceptable file formats: GIF, JPG (no third-party tracking tags)
- Maximum size on banners: 50K
- All artwork is subject to review/acceptance by publisher prior to placement
- Expandable banners will not be accepted
- No third-party served ads will be accepted

---

### 2017 Rates:

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Location</th>
<th>Size</th>
<th>3-Month Rate</th>
<th>6-Month Rate</th>
<th>12-Month Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>Top of home page &amp; interior pages</td>
<td>728 x 90</td>
<td>$3,985</td>
<td>$5,835</td>
<td>$8,470</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>Side of home page &amp; interior pages</td>
<td>160 x 600</td>
<td>$3,700</td>
<td>$5,465</td>
<td>$7,950</td>
</tr>
<tr>
<td><strong>Vertical Banner</strong></td>
<td>Side of home page &amp; interior pages</td>
<td>160 x 400</td>
<td>$3,200</td>
<td>$4,685</td>
<td>$6,810</td>
</tr>
</tbody>
</table>

All positions will rotate with up to a total of 4 paid advertisers and share equal percentages of up to 100% of traffic.

---

### 2017 Rates:

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Location</th>
<th>Size</th>
<th>3-Month Rate</th>
<th>6-Month Rate</th>
<th>12-Month Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>Top of home page &amp; interior pages</td>
<td>728 x 90</td>
<td>$2,600</td>
<td>$4,420</td>
<td>$7,650</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>Side of home page &amp; interior pages</td>
<td>160 x 600</td>
<td>$2,080</td>
<td>$3,535</td>
<td>$6,120</td>
</tr>
</tbody>
</table>

All positions will rotate with up to a total of 2 paid advertisers and share equal percentages of up to 100% of traffic.
EMAIL OPPORTUNITIES

AACN CriticalCare Newsline bi-weekly email

Reach more than 195,000 critical care nurses at least twice per month — in an effective and cost efficient way. Advertise in the official bi-weekly electronic newsletter of AACN. AACN CriticalCare Newsline provides AACN members and nurse constituents news and current events about critical, progressive and high acuity care. Articles include the latest news, calls to action, CNE articles, studies, AACN member resources and career opportunities.

Average delivered: 195,000
Average open rate: 17%

- At least 2 email sends to the full membership each month
- Buy one banner ad and appear in all 4 target audience emails

NEW! Exclusive ad placement
One ad per email is sent to the full list of AACN opt-in recipients with 100% share of voice.

NEW! Personalized content
Now your message appears within unique content that aligns with the interests of 4 targeted audiences: Nurse Managers and Educators, New Nurse, Experienced Staff Nurse and Advanced Practice to heighten engagement.

NEW! Delivered bi-weekly
Now you can connect with more relevant personalized content — every other week!

2017 Rates:

<table>
<thead>
<tr>
<th>Medium Rectangle 300 x 250</th>
<th>1 email</th>
<th>$2,750 net per email</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 or more emails</td>
<td>$2,250  net per email</td>
<td></td>
</tr>
</tbody>
</table>

Banner Ad Specifications:
- Acceptable file formats: GIF, JPG (no third-party tracking tags)
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement
- Expandable banners will not be accepted
- All ads should be static (non-animated); no Flash (SWF), rich media, or third-party served ads will be accepted
CREATE A MULTI-CHANNEL MEDIA STRATEGY

Print Opportunities

The bi-monthly clinical science research journal
The *American Journal of Critical Care* reaches the largest multi-disciplinary audience of any critical care science and evidence-based research publication.

The clinical practice journal of AACN
*Critical Care Nurse* is the evidence-based clinical journal trusted by staff nurses, nurse educators, and nurse managers.

Quarterly advanced practice publication
*AACN Advanced Critical Care* contains concisely written, practical information for immediate use and future reference.

AACN’s monthly member news magazine
*AACN Bold Voices* updates members with late-breaking clinical information and association news.

Digital Opportunities

AACN Career Center
*(Located on AACNCareerCenter.org)*
Immediately reach higher quality candidates with your job postings and banner advertising.

AACN CriticalCare Newsline
Reach more than 195,000 critical care nurses with this bi-weekly email offering banner advertising.

AACN journal websites
Gain immediate ACCESS to more than 7,000 nurses at AACN’s NTI 2017

Expand your reach to the show floor and beyond when you advertise in

• The Official NTI Program & ExpoGuide
• NTI Learning Action Journal
• The NTI Welcome Bag
• NTI Voices Conference Daily
• NTI Voices Website
• NTI Voices eNewswires
• The NTI Schedule
• NTI Participant Map
• Morning Report from NTI